

POLITICAL CANDIDATE RATE CARD

10/1/2012

Station WHP/ WLYH / EHP
Market HARRISBURG-LANCASTER-LEBANON-YORK, PA
Product Political Candidate Rate Cards
Demo RA25+
Flight Dates 10/1/12 thru 11/6/12
Salesperson Brad Phillips
Date 9/28/12

STATION	DPT	DAY	TIME	PROGRAM	COMMENTS	P1 LUR	P2 LUR	P3 LUR	P4 LUR
WHP/CBS	Morning	M-F	5:30-6a	EARLY MORNING NEWS		125	60	30	10
WHP		M-F	5-5:30a	EARLY MORNING NEWS		125	60	30	10
WHP		M-F	6-6:30a	EARLY MORNING NEWS		225	120	70	30
WHP		M-F	6:30-7a	EARLY MORNING NEWS		225	120	70	30
WHP		M-F	7-9a	CBS THIS MORNING		135	75	40	20
WHP		Sa	9-11a	CBS THIS MORNING SATURDAY		195	125	70	25
WHP		Su	6:30-9a	WHAT AMERICA THINKS	Rasmussen Political Show	300	175	100	50
WHP		Su	9-10:30a	CBS SUNDAY MORNING		400	275	150	70
WHP		Su	10:30-11:30a	FACE THE NATION		700	450	285	195
WHP		Su	11a-11:30a	FACE THE STATE (NEWS)		195	110	70	45
WHP	Daytime	M-F	10-11a	LET'S MAKE A DEAL		325	200	100	50
WHP		M-F	11a-12n	PRICE IS RIGHT		450	325	175	80
WHP		M-F	12:30-2p	SOAP ROTATION		350	220	140	75
WHP		M-F	2-3p	THE TALK		325	200	135	65
WHP		M-F	3-4p	THE DOCTORS		275	195	100	50
WHP	Early Fringe	M-F	3-4p	JEFF PROBST SHOW		275	195	100	50
WHP		M-F	4-5p	ELLEN		450	275	150	80
WHP	Early News	M-F	5-5:30p	WHP NEWS AT 5P		325	175	110	55
WHP		M-F	5:30-5p	WHP NEWS AT 530P		325	175	110	55
WHP		M-F	6-6:30p	EYEWITNESS NEWS		350	200	125	65
WHP		M/W/F	6:30-7p	CBS EVENING NEWS	Note, ONLY AVAIL M/W/F	1500	1000	700	450
WHP		Sat/Sun	6-6:30p	EYEWITNESS NEWS		250	140	80	40
WHP	Access	M-F	7-7:30p	WHEEL OF FORTUNE		1300	700	400	200
WHP		M-F	7:30-8p	JEOPARDY		1500	800	450	225
WHP		Sat	7-7:30p	WHEEL OF FORTUNE		400	250	135	75
WHP		Sat	7:30-8p	JEOPARDY		400	250	135	75
WHP	Late News	M-F	11-11:35P	EYEWITNESS NEWS		500	325	150	60
WHP		Sat/Sun	11-11:35P	EYEWITNESS NEWS		375	200	90	50
WHP	Late Fringe	M-F	11:35P-12:35A	LETTERMAN		225	140	70	35
WHP		M-F	12:35-1:35a	LATE, LATE SHOW WITH		60	35	20	5
WHP		Sat	11:30p-12:30	CRIMINAL MINDS		85	60	35	20
WHP		Sat	12:30-1:30a	CSI MIAMI		60	35	20	10
WHP		Sun	11:30p-12:30	CRIMINAL MINDS		85	60	35	20
WHP		Sun	12:30-1:30a	CSI MIAMI		60	35	20	10
WHP		Mon	8-9P	HOW I MET MOTHER/PARTNERS		3,750	2,250	1,300	800
WHP		Mon	9-10P	2 BROKE GIRLS/MIKE & MOLLY		4,000	2,750	1,500	900
WHP		Mon	10-11p	HAWAII 5-0		3,750	2,250	1,300	800
WHP		Tues	8-9P	NCIS		5,500	3,250	1,800	1,000
WHP		Tues	9-10P	NCIS :LA		4,750	2,850	1,600	900
WHP		Tues	10-11P	VEGAS		3,500	2,400	1,300	700
WHP		Wed	8-9P	SURVIVOR		5,000	3,000	1,600	1,000
WHP		Wed	9-10P	CRIMINAL MINDS		5,000	3,000	1,600	1,000
WHP		Wed	10-11P	CSI		3,500	2,000	1,100	700
WHP		Thur	8-9P	BIG BANG/2.5 MEN		5,500	3,000	1,700	1,000
WHP		Thur	9-10p	PERSON OF INTEREST		4,500	2,500	1,400	900
WHP		Thur	10-11P	ELEMENTARY		4,500	2,500	1,400	900
WHP		Fri	8-9P	CSI NY		2,000	1,350	800	400
WHP		Fri	9-10P	MADE IN JERSEY		2,300	1,600	900	575
WHP		Fri	10-11p	BLUE BLOODS		2,700	1,800	1,000	600
WHP		Sat	8-9p	CRIMETIME SATURDAY HR #1		800	575	310	200
WHP		Sat	9-10p	CRIMETIME SATURDAY HR #2		800	575	350	150
WHP		Sat	10-11p	48 HOURS		1000	600	375	175
WHP		Sun	7-8p	60 MINUTES		3,500	1,800	1,000	500
WHP		Sun	8-9p	THE AMAZING RACE		5,000	3,000	1,800	1,000
WHP		Sun	9-10P	THE GOOD WIFE		3,500	2,000	1,200	700
WHP		Sun	10-11P	THE MENTALIST		3,500	2,000	1,200	700
WHP		VARIOUS	8-11P	PRESIDENTIAL DEBATE	11/3, 7, 16, 21, 28 NOV ONLY	2,400	1,500	800	400
WHP		THUR	9-11P	W/CEBITE	11/3, 7, 16, 21, 28 NOV ONLY	2,400	1,500	800	400
WHP	NCAA Fball	Sat	12N-7P	NCAA FOOTBALL		500	350	200	125
WHP		Sat	8-11P	NCAA PRIME FOOTBALL ON CBS	11/3/12	1,250	550	550	300
WHP	NFL	Sun	12N-1P	CBS NFL PREGAME SHOW		500	550	300	175
WHP		Sun	1-430P	CBS NFL GAME #1 (NOT STEELERS)	See Schedule	4000	2000	1300	750
WHP		Sun	430-7P	CBS NFL GAME #2 (NOT STEELERS)	See Schedule	4000	2000	1300	750
WHP		Sun	1-7P	NFL STEELERS	See Schedule	5500	3000	1800	1000